Sonoma/Marin Agritourism Summit

Thursday February 16, 2017
Petaluma Community Center, Lucchesi Park, 320 N. McDowell Blvd, Petaluma, CA 94954

8:30 – 8:45 a.m. Check-in, coffee/tea & pastries
8:45 – 9:15 a.m. Welcome, introductions, summit overview
9:15 – 9:45 a.m. Robert Eyler, Professor of Economics at Sonoma State University and Chief Economist of Marin Economic Forum
Community impacts and benefits of agritourism
9:45 – 10:15 a.m. Agritourism looks like this
Jill Giacomini Basch, The Fork, Point Reyes
Adam Taggart & Adam Parks, former owners of Tara Firma Farm

10:15 – 10:30 a.m. Break
10:30 – 11:15 a.m. Current permitting regulations, recent and planned changes for agritourism:
On panel: Brian Crawford, Marin Co. Community Development Agency
Tennis Wick, Sonoma Co. Permit & Resource Management Dir.
Moderator: Supervisor David Rabbitt, Sonoma County

11:15 – 12:15 p.m. “Speed-dating” between farmers and resource providers:
A series of five minute conversations between summit participants who are farmers/vintners/ranchers/agritourism operators and summit participants who provide services or resources to the agritourism operators (including tourism and marketing professionals, county staff, tour organizers, others)

12:15 – 1:15 p.m. Lunch
1:15 – 1:35 p.m. Carmen Snyder - Sonoma County Farm Trails challenges and successes
1:35 – 1:55 p.m. Karissa Kruse - Sonoma County Winegrowers agritourism activities and plans
1:55 – 2:15 p.m. Vivien Straus – Sonoma Marin Cheese Trail update and marketing partnerships

2:15 – 3:00 p.m. Break-out group discussions by topic of interest:
- Planning and regulating agritourism
- Agritourism activity and pricing strategies for profit and/or education – farmer to farmer chat
- Insurance challenges, options
- Marketing collaboration opportunities and resource sharing
- Itinerary creation and marketing, bus tour organizing and marketing
- Discussing the reality of the food system and the need for food justice with customers, and discussions about food waste and recovery options and partners

3:00 – 3:15 p.m. Break
3:15 – 3:45 p.m. Report back from group discussions
3:45 – 4:15 p.m. Full group discussion of needs, opportunities, next steps
4:15 p.m. Adjourn